

Position Description

Read each heading carefully before proceeding. Make statements simple, brief, and complete. Be certain the form is signed. Send the original to the Office of Personnel Services.

CHECK ONE: ☒ NEW POSITION ☐ EXISTING POSITION

Part I - Items 1 through 12 to be completed by department head or personnel office.

1. Agency Name Kansas Department for Children and Families		9. Position No.	10. Budget Program Number 629-26111		Agency Number
2. Employee Name (leave blank if position vacant)		11. Present Class Title (if existing position)			
3. Division Family Services		12. Proposed Class Title: Employer Development and Marketing Specialist - Unclassified			Position Number
4. Section Rehabilitation Services	For Use By Personnel Office	13. Allocation			
5. Unit Office of the Director		14. Effective Date			
6. Location (address where employee works) Topeka Shawnee City County		15. By	Approved		
7. (circle appropriate time) Full time X Perm. Inter. Part time Temp. %		16. Audit Date: By: Date: By:			
8. Regular hours of work: (circle appropriate time) FROM: 8 AM To: 5 PM		17. Audit Date: By: Date: By:			

PART II - To be completed by department head, personnel office or supervisor of the position.

18. If this is a request to reallocate a position, briefly describe the reorganization, reassignment of work, new function added by law or other factors which changed the duties and responsibilities of the position:

The purpose of this unclassified position is to increase employer awareness about vocational rehabilitation (VR) clients as a qualified labor pool, and thereby increase the competitive, integrated employment outcomes achieved by Kansans with disabilities. The position will also promote the use of employment incentives, and coordinate with other national, state and local organizations to identify specific employment opportunities for Kansans with disabilities. This position is intended to leverage the momentum created by the Governor and Lt. Governor in their focus on increasing employment of Kansans with disabilities. Further, the Governor's Office recently appointed four representatives of business and industry to the State Rehabilitation Council, and they have been very specific about the need to engage in increased employer development activities.

Adding a staff person with skills and expertise in marketing, outreach and employer development will ultimately contribute to our bottom line -- an increase in employment outcomes, reduction in reliance on public assistance, and increased personal responsibility and self-sufficiency through employment.

19. Who is the supervisor of this position? (person who assigns work, gives directions, answers questions and is directly in charge)?

Name	Title	Position Number
Michael Donnelly	Director	K0204642

Who evaluates the work of an incumbent in this position?

Name	Title	Position Number
Michael Donnelly	Director	K0204642

20. a) How much latitude is allowed employee in completing the work? b) What kinds of instructions, methods and guidelines are given to the employee in this position to help do the work? c) State how and in what detail assignments are made.

The employee is expected to develop a full understanding of the mission, goals and priorities of the agency, and to use these as a framework for carrying out job responsibilities. Work is assigned by the Director with guidelines about expected processes, messaging, quality and timeliness. The employee will recommend strategies and platforms for achieving the results expected of each assignment.

21. Describe the work of this position using the page or one additional page only. (Use the following format for describing job duties):

What is the action being done (use an action verb); to **whom** or **what** is the action directed (object of action); **why** is the action being done (be brief); **how** is the action being done (be brief). For each task state: Who reviews it? How often? What is it reviewed for?

Number Each Task and Indicate Percent of Time and Identity each function as essential or marginal by placing an E or M next to the % of time for each task. Essential functions are the primary job duties for which the position was created and that an employee must be able to perform, with or without reasonable accommodation. A marginal function is a peripheral, incident of minimal part of the position.

No. Each Task and Indicate Percent of Time	E or M	In addition to the tasks listed below, this position is expected to: <ul style="list-style-type: none"> Comply with the Rehabilitation Services (RS) professional conduct expectations. Demonstrate leadership in carrying out the Department for Children and Families (DCF) Mission and Vision, and in communicating these values with peers, customers, partners, employers and the general public. Demonstrate leadership in carrying out and communicating the Goals and Priorities of RS, emphasizing the value of employment, the potential of people with disabilities, the importance of accountability, and the meaningful involvement of people with disabilities, partners, employers and other stakeholders in KRS programs, services and activities. Ensure that all RS programs and services support customer engagement and informed decision-making. Identify his/her own personal strengths and developmental needs to increase job performance and long-term career growth. Continually analyze work processes, seek new approaches, and make recommendations to enhance efficiency and effectiveness of the agency. Provide excellent customer service both internally and externally. Serve as a positive role model, respecting diversity, demonstrating respect, trust, and openness, and communicating in a manner that is courteous, respectful and protects human dignity. Work cooperatively with peers, staff, customers, community partners and the general public.
25%	E	Marketing Develop, implement, evaluate and maintain a statewide marketing campaign to increase awareness among employers about vocational rehabilitation (VR) clients as a qualified labor pool to meet their workforce needs; and to increase competitive, integrated employment outcomes. Facilitate involvement of the State Rehabilitation Council's Employer Outreach and Development Task Force in developing an effective marketing message that addresses the needs and concerns of Kansas businesses and employers. The campaign may include, but is not limited to, videos, brochures, public service announcements, web sites, PowerPoint presentations, speakers bureau, convention displays, and social media. Some aspects of the campaign may be customized by region or local community. Assure that all materials meet the content and graphics standards consistent with DCF/RS expectations and mission.
25%	E	Outreach Present information about VR clients as a qualified labor pool to various business and civic organizations, including local Chambers of Commerce, human resource

		<p>professional groups, business leadership networks, and federal contractors seeking to meet hiring requirements under Section 503 of the Rehabilitation Act. Presentations may be done independently, in conjunction with the Director or members of the State Rehabilitation Council, and in conjunction with Regional Program Administrators. Represent RS at business/industry meetings, conventions and job fairs. Coach and mentor local RS staff on effective presentations to business and civic organizations. Coordinate with RS data staff to maintain an updated listing of clients who are job ready and their employment goals in order to facilitate matches with employment opportunities identified through outreach activities. Provide monthly report on activities and job leads or employment outcomes developed.</p>
15%	E	<p>Testimonials</p> <p>Work in partnership with RS field staff to identify success stories of clients employed, satisfied employers, and job seekers for use as testimonials in a variety of platforms. This work will involve research, vetting individuals recommended for testimonials, interviewing, video production, writing, and photography. Assure diversity of types of disabilities, age and demographics of clients, types of occupations and types of businesses featured in testimonials.</p>
15%	E	<p>Business development</p> <p>Serve as the Kansas point-of-contact for the national RehabNet, a consortium of state VR agencies that recruits businesses and organizations interested in hiring workers with disabilities, and which shares job leads. Develop an effective method for dispersing job leads from this resource to local offices, clients and service providers. Track participation and outcomes. Develop local business partnerships with companies that are participating in the national RehabNet program, for example Walgreens, Lowes and Hyatt in order to increase employment opportunities for Kansans with disabilities.</p>
10%	E	<p>Incentive programs</p> <p>Promote the use of federal and state incentives for hiring workers with disabilities. Serve as a liaison with the Kansas Department of Commerce to implement the Employer Partner Incentive Program. Promote use of the incentive among RS staff and service providers. Identify referrals to Commerce, and determine if individuals referred by Commerce meet the program's worker qualification standards. Track use of the incentive program and identify program outcomes on a monthly, quarterly and annual basis.</p>
10%	E	<p>Other</p> <p>Provide information for staff and clients about labor market trends, high demand jobs, and resources available through the workforce development system. Coordinate with Economic and Employment Services to ensure achievement of mutual goals. Write correspondence and reports as directed. Serve on committees and advisory boards as assigned. Accept special assignments and provide consultation on program issues including special research and pilot projects or initiatives.</p> <p>All assignments and work are reviewed by the Director for quality, timeliness and outcomes.</p>

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22. a. If work involves leadership, supervisory, or management responsibilities, check the statement which best describes the position:
- () Lead worker assigns, trains, schedules, oversees, or reviews work of others.
 - () Plans, staffs, evaluates, and directs work of employees of a work unit.
 - () Delegates authority to carry out work of a unit to subordinate supervisors or managers.

- b. List the names, class titles, and position numbers of all persons who are supervised directly by employee on this position.

Name

Title

Position Number

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23. Which statement best describes the results of error in action or decision of this employee?

- () Minimal property damage, minor injury, minor disruption of the flow of work.
- (X) Moderate loss of time, injury, damage or adverse impact on healthy and welfare of others.
- () Major program failure, major property loss, or serious injury or incapacitation.
- () Loss of life, disruption of operations of a major agency.

Please give examples.

Errors in materials developed or presentations made could negatively impact employer and public perception of RS or the ability of VR clients to meet the labor market needs of Kansas employers.

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24. For what purpose, with whom and how frequently are contacts made with the public, other employees or officials?

To carry out duties described in the position description, the employee will be required to have frequent contact with members of the State Rehabilitation Council Task Force on Employment Outreach and Development, business and civic organizations statewide, RS staff statewide, and staff at the Department of Commerce. Routine contact will also occur with clients and employers to be featured in a variety of testimonials. Public speaking is required.

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25. What hazards, risks or discomforts exist on the job or in the work environment?

Frequent travel (including overnight travel) throughout Kansas to make presentations and represent RS with a variety of business organizations.

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26. List machines or equipment used regularly in the work of this position. Indicate the frequency with which they are used:

Personal computer, printer/ fax machine, telephone, copier, video camera, and camera used regularly. Vehicle for travel as needed.

PART III - To be completed by the department head or personnel office

27. List the minimum amounts of education and experience which you believe to be necessary for an employee to begin employment in this position.

Education or Training - special or professional

Bachelor's degree in business, marketing, communications or public relations.

Licenses, certificates and registrations

Special knowledge, skills and abilities

Knowledge or experience in marketing, employer development, job development and/or public relations. Exceptional written and oral communication skills. Knowledge or experience in photography, web design and social media preferred.

Experience - length in years and kind

One-to-three years experience performing similar functions.

28. SPECIAL QUALIFICATIONS

State any additional qualifications for this position that are necessary either as a physical requirement of an incumbent on the job, a necessary special requirement, a bona fide occupational qualification (BFOQ) or other requirement that does not contradict the education and experience statement on the class specification. A special requirement must be listed here in order to obtain selective certification.

Signature of Employee

Date

Signature of Personnel Official

Date

Approved:

Signature of Supervisor

Date

Signature of Agency Head or
Appointing Authority

Date